

IN THE CLAIMS:

1. **(Original)** A method of evaluating contacts stored in a data source, the method comprising:

allowing a user to define a data format;

allowing a user to define a plurality of rules that operate on data formatted according to the data format, wherein the rules are intended to assess a quality of data;

mapping data identifying a plurality of contacts from the data source to the data format;
and

executing the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation of potential contacts according to an assessed quality of the data.

2. **(Original)** The method of claim 1 wherein the data source is either a database or a spreadsheet file.

3. **(Original)** The method of claim 1 wherein the data source is a heterogeneous data source.

4. **(Original)** The method of claim 1 wherein the data source comprises a plurality of sales leads.

5. **(Original)** The method of claim 1 wherein the plurality of rules that can be defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic validation rules and numeric operator-based rules.

6. **(Original)** The method of claim 1 wherein the step of executing the plurality of rules comprises scoring the mapped data.

7. **(Original)** The method of claim 6 further comprising, after executing the plurality of rules, allowing a user to rank data from the set of analyzed data according to its score.

8. **(Original)** The method of claim 1 further comprising, after executing the plurality of rules, allowing a user to sort the analyzed data into buckets according to whether or not the data passed specific rules identified by the user.

9. **(Original)** A method of evaluating sales leads stored in a data source, the method comprising:

allowing a user to define a data format;

allowing a user to define a plurality of rules that operate on data formatted according to the data format, wherein the rules are intended to assess a quality of data and include spatial rules, pattern-based rules and electronic validation rules;

mapping data identifying a plurality of sales leads from the data source to the data format, wherein the data source is either a database or spreadsheet file; and

executing the plurality of rules on the mapped data to score the mapped data and produce a set of analyzed data usable to assess the quality of sales leads in the data source.

10. **(Original)** The method of claim 9 further comprising, after executing the plurality of rules, allowing a user to rank data from the set of analyzed data according to its score.

11. **(Original)** The method of claim 9 further comprising, after executing the plurality of rules, allowing a user to sort the analyzed data into buckets according to whether or not the data passed specific rules identified by the user.

12. **(Original)** The method of claim 9 wherein the plurality of rules that can be defined by a user further comprise age/lineage rules and numeric operator-based rules.

13. **(Currently Amended)** A computer-implemented system for evaluating contacts stored in data source, the system comprising:

a user interface component configured to allow one or more users to define a data format; define a plurality of rules that operate on, and are intended to assess a quality of, data formatted according to the data format; and map data identifying a plurality of contacts from the data source to the data format; and

a rules engine component configured to execute the plurality of rules on the mapped data to produce a set of analyzed data that allows evaluation of potential contacts according to an assessed quality of the data, the rules engine being further configured to provide at least a portion of the analyzed data set to the one or more users.

14. **(Original)** The system of claim 13 wherein the user interface component allows users to associate a score with each defined rule and wherein the rules engine component scores the mapped data during execution of the plurality of rules.

15. **(Original)** The system of claim 14 wherein the user interface is further configured to allow a user to rank data from the set of analyzed data according to its score after the rules engine executes the plurality of rules.

16. **(Original)** The system of claim 14 wherein the user interface is further configured to, after the rules engine executes the plurality of rules, allow a user to sort data from the set of analyzed data into buckets according to whether or not the data passed specific rules identified by the user.